



## **Guidelines for Producing Publicity**

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## 1. London Sports Forum for Disabled People (LSF)

Established in 1993, The London Sports Forum for Disabled People (LSF) is a registered charity promoting the sporting interests of disabled children and adults in Greater London, including people with learning disabilities, physical impairments, visual impairments and deafness.

LSF work with other organisations and groups to provide and ensure that all disabled people in Greater London have more opportunities to get involved in sport at a level of their choice and that the providers of sport meet the needs of disabled people.

In particular LSF provide:

- A 'first stop shop' for sport and disabled people, giving advice and information to enquirers
- A network of individuals, schools, clubs, voluntary organisations, local authority representatives and sports and disability bodies
- Projects that support young disabled people to get involved in school and community sport
- Projects for particular sports and specific groups of disabled people
- Publications, including newsletters, guidelines, leaflets and an organisational website ([www.londonsportsforum.org.uk](http://www.londonsportsforum.org.uk))

The charity has developed an active network of over 2000 individuals, clubs, voluntary organisations, local authority representatives and sports and disability bodies to ensure the best use of available resources. We have a board of ten experienced and skilled trustees, the majority of whom are disabled people and are a founder member of the English Federation of Disability Sport (EFDS)

The organisation has gained a reputation for providing quality services delivered by a highly motivated and skilled staff team, and in each of the last five years LSF have benefited more than 4,500 individuals and organisations and many more indirectly through the improvement of community sports services.

## 2. About this booklet

This booklet aims to assist you in producing information and publicity that will inform disabled people about your services and activities.

'Disabled people' means all people who consider themselves as disabled, including people with learning disabilities, physical impairments, visual impairments, deaf people and people with two or more impairments.

Within each recognised impairment group there will be a great variety of individual communication needs. Ideally it would be best to respond to each of these individual needs. When targeting the whole of the disabled community information producers need to consider the visual, hearing and comprehension needs of disabled people.

There are several issues that need to be taken into consideration when producing accessible information. Included in this booklet is a list of references for organisations concerning particular publications that give more details about producing accessible information and communicating with disabled people. *The following are good practice guidelines for information providers to follow.*

## 3. Guidelines for producing printed information

As an information provider you should always consider the needs of the particular individuals that you are trying to reach with your information and adapt your presentation accordingly. You should consider the layout, design and style of material being produced to ensure you market your activities to the whole community.

- Use large print, which is generally agreed to be text size of 14 point (the size of the text in this booklet), or larger for all text, bearing in mind that anything over text size 20 point can be hard to read except for the use of headings.
- Make sure that there is a good contrast of colours e.g. black text on white paper/yellow paper.
- Avoid dark coloured paper, e.g. red, because if the material gets photocopied the text may become illegible.
- Avoid using high gloss or thin papers if you can, e.g. less than 90 grams per square metre, as they show through and/or reflect the light too much.
- Relevant eye catching illustrations should be used where possible to attract people to the subject you wish to publicise.
- The language you use should be clear and simple – it should be free from complicated jargon and unexplained abbreviations and should be relevant to the age group you are targeting.
- Try to use appropriate terminology related to disabled people, primarily to make it clear which group(s) you are targeting but also to avoid using out of date terms which may be offensive to disabled people. Although there is no absolute right and wrong for the words you use, LSF has some terminology guidelines if you are unsure. To obtain a free copy please contact the LSF office.
- Keep sentences and paragraphs short and to the point.
- When possible always include a contact telephone number and/or a minicom number, an email address and fax number so that the maximum amount of people can respond to your publicity. (*See section 4.1\* below for more details on use of a minicom*).

- Ensure that information either is, or could be, made available in other formats, e.g. cassette tape or braille, so that the person can choose the one which best suits their needs. Always state on publicity that disabled people are particularly welcome.

#### **4. Guidelines for targeting publicity to specific impairment groups**

It is important to consider all the general guidelines mentioned above when producing publicity that will be accessible to disabled people. However, particular groups of disabled people have specific communication needs. Some additional guidelines to ensure that your publicity is available to the widest possible community are set out below.

##### **4.1 Deaf People**

Accessing printed information will not generally be a problem for deaf people, however, you will need to consider how to enable profoundly deaf people to respond to your publicity and communicate with you. It may also be necessary to state on your information that an induction loop is available or that sign language interpreters will be provided (side note: LSF have produced a free booklet on how to book a sign language interpreter, contact the office if you would like a copy).

The best way to enable this communication is through the use of a minicom - sometimes called 'textphone' (an adapted phone system with keyboard/screen facilities) which makes it possible for deaf people to communicate via a telephone system. When using this system remember to give clear and simple messages because for some deaf people sign language will be their first language. For your service to offer this facility you will require a dedicated phone line linked to a minicom machine. You will then be able to advertise a separate minicom telephone number on your publicity enabling other minicom users to contact you and for you to contact them directly. (*For details on how to purchase a minicom see RNID details in section 8*).

If you are unable to install a minicom there is a service called BT Text Direct (a relay service between a hearing person using a telephone and a deaf person using the minicom - or text phone - via an operator). In order to use the service, all hearing callers must dial a '18002' prefix before a minicom number, and then an operator will enable you to have a conversation. This service is confidential and is available 24 hours a day, 365 days a year. (*For contact details for BT Text Direct see section 8*).

##### **4.2 Blind People or People with Visual Impairment**

For people with a visual impairment it is particularly important to follow the general guidelines about using large print of at least 14 point, having a good contrast of colours and avoiding high gloss or thin papers (*see section 3*). Headings or large blocks of text should not all be in capitals as this can be quite confusing and difficult to read.

For totally blind people information is accessed primarily in three ways: -

- braille
- cassette tape
- computer disc

*(Further information about the use of these other formats is given in sections 6.1, 6.2, and 6.3).*

### **4.3 People with Learning Disability**

There is a great range of reading ability across those defined as having learning disabilities; some people will be able to read all the information that you produce and others will have difficulty. *(See sections 8 and 9 for further reading information).* Ideally you will assess the needs of each individual or group, but in terms of producing publicity to a wide audience the guidelines below are a general summary of good practice.

People with learning disabilities need information that is clear, direct, logical and straightforward. As well as adhering to all the general guidelines *(See section 3)* also bear in mind the following:

- use straightforward, commonly used words and avoid jargon.
- keep sentences short with one main point in each sentence.
- use short, well-separated paragraphs.
- inform, don't patronise.
- use eye catching diagrams and illustrations to complement the text e.g. makaton or rebus symbols (you can buy your own set of Makaton symbols on disc or CD for a reasonable price - see [www.makaton.org](http://www.makaton.org) for more details).
- standardise symbols/illustrations that you use regularly e.g. a telephone for contact number and an envelope for an address.

## **5. Reaching disabled people with your publicity**

Having organised your accessible publicity, be it on posters, flyers, tapes, computer discs or any other medium, do you know where to send it?

If you are committed to offering disabled people the opportunity to participate in your activities it is not enough to just mail your usual contacts (e.g. sports centres, libraries, schools and so on), and hope that disabled people will pick up on the information. These are good places to start, but you may need to identify the special schools, day services, existing clubs and other networks in your area where disabled people go. LSF has a detailed list of addresses available (for a small charge) that list organisations across each borough that could help you. Local Authorities and Education Departments will also be able to help. It may be useful to contact your local disablement association *(contact GLAD, details in section 8)* to check if they can advertise your activities or provide you with further contact details.

We suggest you look at the address details listed in section 8 and consider if these would be useful to gain local information about advertising your activities. Many of these organisations produce regular newsletters that reach disabled people.

Wherever you decide to advertise, and whatever artwork/wording is incorporated into your publicity, the message is the most important part of any promotional material. An effective message will do four things:

Gain **a**ttention  
Hold **i**nterest

Arouse **d**esire  
Elicit **a**ction

Always consider the audience you are targeting and the objectives of your publicity.

Once you have designed your material(s) ask yourself the following questions:

- Does the poster/flyer communicate the right message?
- Is the message delivered in an exciting way so that it will gain, hold, arouse and elicit? (AIDA model)
- Does it give all relevant information?
- Have I used plain, simple language?

## 6. Guidelines for producing information in other formats

It is good practice to develop systems so that you can produce information on demand in formats other than printed.

Ideally you will be able to find out the communication needs of any disabled person and make every possible effort to provide the information in the most accessible format for them. However, this is not always practical when you are producing and sending out information for a wide audience. In this situation you should determine what other formats you are able to offer and advertise that they are available on request.

The most commonly used other formats are as follows:

### 6.1 Cassette Tape

Producing information on cassette tape is very useful for many people with learning disabilities and for blind or visually impaired people who are unable to read print. When recording make sure that there is as little background noise as possible. You should speak clearly and at a moderate pace, introduce the subject matter first and describe any relevant illustrations. To keep your listeners interested be lively and enthusiastic when recording.

If you want to produce a large number of cassettes there are translation agencies in each of the London boroughs as well as specialist organisations like the Royal National Institute for the Blind (RNIB), (*see section 8 for contact details*), who will put your information on tape for a charge. Information can also be available in other languages. Alternatively, for smaller numbers of tapes you can purchase 10 or 15 minute cassettes and record the information in-house on a walkman or music system. Contact your local borough translation agency for details on suppliers of short play cassettes.

### 6.2 Braille

Braille is a system of raised dots on heavy paper where the 'reader' accesses the information through touch.

Only 2% of blind people can read braille, but it is vital to those for whom it is their preferred form of reading information. Printing braille documents is usually a task for

specialist producers, such as RNIB, although it is possible to buy a braille embosser for office use which links to a word processor like an ordinary printer. If you would like to purchase an embosser you should contact RNIB for further information.

### **6.3 Computer Disc**

Computer systems allow information to be transferred through the use of discs. As the number of personal computers is increasing, it is becoming increasingly common for blind and visually impaired people to obtain information on disc and access it through a computer voice output or a braille embosser.

It is possible for you, therefore, to save your information on disc using a CD writer and forward it to blind and visually impaired people who prefer this format. This technology is available from all good computer hardware stores.

### **6.4 Video**

When your service is undertaking a publicity campaign there may be the opportunity to produce information on video.

Video information is particularly useful for targeting communities of people with learning disabilities and deaf people. For deaf people subtitles or signing are particularly important and can easily be included in a professional video.

*(For further information on subtitles or signing on a video recording contact RNID, details in section 8).*

## **7. Illustrating your publicity**

There are a number of different sources for illustrations that will add to the impact of your publicity. Some of these are:-

- Clipart software packages for computers. Some clipart packages may contain sporting images, (often including disabled people) and other symbols which may be useful in illustrating your publicity eg. telephone, clock, bus, wheelchair.
- Copying images from other publicity/magazines (beware though some may be protected by copyright). You can collect a great range of useful images from other publications and these can either be pasted onto your own publicity or, if you have access to technology, scanned into either a work processing package or a desk top publishing package.
- Photographs. LSF has a wide range of photographs depicting disabled young people and adults enjoy different sporting activities. These are available to hire on hard copy or compact disc for a small charge, for further information please contact the LSF office. In addition you may also find photo libraries a useful starting point if you are looking for something very specific.

## 8. Organisations that provide further information

### **Royal National Institute for the Blind (RNIB)**

*[Provides information on accessibility issues for blind and visually impaired people and also a service to produce information in braille or on cassette].*

105 Judd Street  
London WC1H 9NE

Tel: 0207 388 1266  
Fax: 020 7 388 2034  
Email:  
Website: [www.rnib.org.uk](http://www.rnib.org.uk)

### **Royal National Institute for Deaf People (RNID)**

*[Provides information services on how to contact deaf people, the needs of deaf people in terms of access to buildings and communication services, equipment hire and minicom training].*

19-23 Featherstone Street  
London, EC1Y 8SL

Tel: 020 7 296 8000  
Fax: 020 7 296 8199  
Minicom: 020 7 296 8001  
Email: [informationline@rnid.org.uk](mailto:informationline@rnid.org.uk)  
Website: [www.rnid.org.uk](http://www.rnid.org.uk)

### **Local Authority Translation Service**

*[Available within most London Borough Councils. The variety, quality and price of services can differ, but most include production onto cassette tape].*

Contact your local council for further information.

### **RNID Sound Advantage**

*[Provides information on adapted equipment available and equipment purchase, eg. minicom]*

1 Metro Centre  
Welbeck Way  
Peterborough, PE2 7UH

Tel: 01733 232 607  
Fax: 01733 361161  
Minicom: 01733 238020  
Email: [solutions@rnid.org.uk](mailto:solutions@rnid.org.uk)

### **National Deaf Children's Society**

*[Provides information concerning deaf awareness and working with deaf children]*

15 Dufferin Street  
London, EC1Y 8UR

Tel: 0808 800 8880  
Minicom: 0808 800 8880  
Fax: 020 7 251 5020  
Email: [helpline@ndcs.org.uk](mailto:helpline@ndcs.org.uk)  
Website: [www.ndcs.org.uk](http://www.ndcs.org.uk)

**BT Text Direct**

[BT Text Direct is a relay service between a hearing person using a telephone and a deaf person using the minicom -or text phone - via an operator. In order to use the service, all hearing callers must dial a prefix of 18002 before their minicom number before they are connected to an operator]

John Glacier House	Tel:	0151 709 9494
Glacier Building, Harrington Rd	Fax:	0151 709 8119
Brunswick Business Park	Minicom:	0800-592-888
Liverpool, L3 4DF		

**Greater London Association of Disabled People (GLAD)**

*[Provides information on services such as training, access consultancy and is the voice of disabled people in Greater London]*

336 Brixton Road	Tel:	020 7 346 5800
London, SW9 7AA	Fax:	020 7 346 8844
	Minicom:	020 7 326 4554
	Email:	<a href="mailto:info@glad.org.uk">info@glad.org.uk</a>
	Website:	<a href="http://www.glad.org.uk">www.glad.org.uk</a>

**Change**

*[Provides information concerning people with multiple disabilities and learning difficulties, their families and supporters]*

11-13 Clifton Terrace	Tel:	020 7 272 7774
Finsbury Park	Fax:	020 7 272 6012
London, N4 3SR	Minicom:	020 7 272 9648

**Sense**

*[Provides information on communication with deaf and blind children]*

11-13 Clifton Terrace	Tel:	020 7 272 7774
Finsbury Park	Fax:	020 7 272 6012
London, N4 3SR	Minicom:	020 7 272 9648
	Website:	<a href="http://www.sense.org.uk">www.sense.org.uk</a>

**People First**

*[Provides information on developing accessible resources for people with learning disabilities]*

People First	Tel:	01604 721 666
PO Box 5200	Fax:	01604 721 611
Northampton NN1 1ZB	Email:	<a href="mailto:northants@peoplefirst.org.uk">northants@peoplefirst.org.uk</a>
	Website:	<a href="http://www.peoplefirst.org.uk">www.peoplefirst.org.uk</a>

## 9. Relevant Publications

### **Change Picture Bank**

*[A CD Rom & Pack with hundreds of pictures from CHANGE]*

*PC and Apple Mac compatible.* £60 for groups managed by disabled people and/or people with learning disabilities. £120 for other groups and organisation's not managed by disabled people and/or people with learning disabilities. Contact:

CHANGE

Unit D

Hatcham Mews Business Centre

Hatcham Park Mews

London SE14 5QA

**This guide is also available on cassette tape, CD, in Braille, large print and other languages.**

### **London Sports Forum for Disabled People (LSF)**

Ground Floor, Leroy House

436 Essex Road, London, N1 3QP

Tel: 020 7354 8666 • Fax: 0207 354 8787

Minicom: 020 7354 9554

Email: [info@londonsportsforum.org.uk](mailto:info@londonsportsforum.org.uk)

Website: [www.londonsportsforum.org.uk](http://www.londonsportsforum.org.uk)

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